

REMARKS

Applicants thank the Examiner for the comments in the detailed Office Action which
5 have greatly assisted Applicant in responding. Claims 1-8 are pending in the present application.

CLAIM REJECTIONS – 35 USC 102

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Claims 1-8 were rejected under 35 U.S.C. §102(e) as being anticipated by U.S. Patent No. 6,564,193 to Shore et al. (hereinafter "Shore"). Applicants respectfully submit that Shore fails to teach, suggest, or render obvious the present invention as claimed.

15 Independent Claim 1 recites a method for advertising through the Internet comprising, *inter alia*:

"(d) providing said user a menu of sponsors of the said free services on the server;
(e) receiving information from the user on a selected internet application that said
20 user desires to use;

(f) receiving information from the user on a selected sponsor that offers a free service that is available on the server; and

(g) providing said user with access to use said free service of said selected sponsor,

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wherein said internet application selected by said user takes on a look and feel of the selected sponsor of the free service."

The Office Action states that Shore teaches each and every limitation of Claims 1-8. Applicants respectfully disagree for the following reasons.

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Shore teaches a system and method for sending facsimile documents either on a free basis or a fee basis at the choice of a customer who is sending the document. See col.

1, lines 6-9. Shore further discloses that the system eliminates the financial burden to organizations such as Hilton Hotels in sending facsimiles to recipients on its own behalf and on behalf of its room occupants. See col. 1, lines 37-40. Shore fails to teach or suggest

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“(d) providing said user a menu of sponsors of the said free services on the server;
(e) receiving information from the user on a selected internet application that said user desires to use;

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(f) receiving information from the user on a selected sponsor that offers a free service that is available on the server; and

(g) providing said user with access to use said free service of said selected sponsor,

wherein said internet application selected by said user takes on a look and feel of the selected sponsor of the free service,”

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as claimed in independent Claim 1. At most, Shore discloses that a document to be sent by facsimile is processed by a web server to determine whether the customer wishes to send the document for free or for a fee. If the customer indicates that the document is to be transmitted for free, a message, preferably an advertisement, is added by the web server to the facsimile document before transmission to the recipient. See col. 1, lines 40-50.

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In contrast, independent Claim 1 recites

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“(d) providing said user a menu of sponsors of the said free services on the server;
(e) receiving information from the user on a selected internet application that said user desires to use;

(f) receiving information from the user on a selected sponsor that offers a free service that is available on the server; and

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(g) providing said user with access to use said free service of said selected sponsor,

wherein said internet application selected by said user takes on a look and feel of the selected sponsor of the free service,"

Therefore, Applicant respectfully submits that independent Claim 1 is distinguishable over the Shore reference and should be allowed. Claims 2-8, dependent directly or indirectly from allowable Claim 1 are also distinguishable over Shore and should also be allowed at least for the same reasons as stated above. Thus, Applicant respectfully request withdrawal of the rejections and allowance of all Claims.

CONCLUSION

Based on the foregoing, Applicant considers the present invention to be distinguished from the art of record. Accordingly, Applicant earnestly solicits the Examiner's withdrawal of all rejections raised in the above referenced Office Action, such that a Notice of Allowance is forwarded to Applicant, and the present application is therefore allowed to issue as a United States Patent.

Respectfully Submitted,



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